

WHAT IS CLAIMED IS:

1. A method of providing brokerage services to a customer, the method comprising:

    providing a communications link between a non-broker party and a customer;

    providing a communications link between the non-broker party and a broker party; and

    performing a brokerage service by the broker party in response to communications between the customer and the non-broker party.

2. The method of claim 1, wherein the step of performing a brokerage service includes establishing a communications link between the broker party and the customer.

3. The method of claim 1, wherein the communications links are provided over the Internet.

4. A method of providing brokerage services to a customer, the method comprising:

a non-broker party providing an interface to a user, the interface including a brokerage services interface, both the interface and the brokerage services interface being branded with a mark of the non-broker party;

the non-broker party exchanging communications with a customer;

the non-broker party transmitting certain of said communications to a broker party;

the broker party performing a brokerage service for the non-broker party.

5. The method of claim 4, wherein the step of performing a brokerage service includes establishing communications between the broker party and the customer.

6. The method of claim 4, wherein the communications are provided over the Internet.